

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103694

Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM
Showing Buylines: All Lines

1 of 6

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S WEEK 1 SC=*

--- REMARKS ---

PLEASE SEE NA LINE 48.T HANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/30-11/02	4	1	4	\$200.00	
				Buyline Comment: NEWS								
	2	M	430A-459A	NEWS	:30	\$50.00	11/05-11/05	1	1	1	\$50.00	
				Buyline Comment: NEWS								
	3	M	5A-6A	NEWS	:30	\$200.00	11/05-11/05	2	1	2	\$400.00	
				Buyline Comment: NEWS								
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/30-11/02	8	1	8	\$1,600.00	
				Buyline Comment: NEWS								
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/30-11/02	8	1	8	\$2,400.00	
				Buyline Comment: NEWS								
	6	M	6A-7A	NEWS	:30	\$300.00	11/05-11/05	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	7	M	7A-9A	NEWS	:30	\$400.00	11/05-11/05	4	1	4	\$1,600.00	
				Buyline Comment: TODAY								
	8	TU-F	7A-9A	NEWS	:30	\$400.00	10/30-11/02	16	1	16	\$6,400.00	
				Buyline Comment: TODAY								

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Научный

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	52	SA	1130P-1A		:30	\$550.00	11/03-11/03	1	1	1	\$550.00	
Buyline Comment: SNL												

---REPORT TOTALS---

Report Totals: 168 / \$48,575.00

---SALES MONTHLY TOTALS---

Nov 12: 168 / \$48,575.00
Sales Totals: 168 / \$48,575.00
Station Totals: 168 / \$48,575.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$242,875

CATV	0%	KBLR	0%	KINC	0%	KLAS	32%	KSNV	20%
KTNN	21%	KTUD	0%	KVCW	1%	KVMY	1%	KVVU	25%
XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+